Today’s topics include

- General overview
- Degree Search updates and you
- Program Learning Outcomes
- PS Catalog review updates
- EdPlus for ASU Online
- Graduate College updates
- BAMM updates
- Transfer Pathway updates
- DARs reminders and final reminders
The university’s how-to guide: The Academic Catalog
Sept. 9
Catalog review site and BAMM available
Trainings available through Sept.

Nov. 15
Deadline for:
• PS catalog review
• BAMM maps
• College policies
• Degree Audit verifications

Dec. 16
Deadline for additional or portfolio admission requirements for transfer pathways

Jan. 24-28
Data available in Degree Search QA for 2nd review

Feb. 10
Catalog posted to Degree Search and Catalog site – NO MORE CHANGES!
Degree Search Changes (and why you should care)
Why your Degree
Search content matters

25.4 million
Total number of pageviews/year

5
Rank in ASU sites after My ASU and the ASU homepage
Effective fall 2022, we will no longer display pre-approved undergraduate concurrent combinations and unique major maps.

As always, students may still petition to pursue concurrent combinations by working with their academic advisor.
New Degree Search links

Undergrad programs
coming soon

degrees.apps.asu.edu/bachelors

UG minors and certificates
coming soon

degrees.apps.asu.edu/minors

Graduate programs
coming soon

degrees.apps.asu.edu/masters-phd
ASU programs that lead to licensure or certification are intended to prepare a student for potential licensure or certification in Arizona. Completion of an ASU program may not meet education requirements for licensure or certification in another state. For more information visit: https://admission.asu.edu/academics/licensure.
Program Learning Outcomes

- UOEVEE will review and edit learning outcomes for programs going through APR and new programs. Will send to units for feedback.
- Approved statements will appear under Program Learning Outcomes on Degree Search (new).
- Phased approach to adding outcomes on Degree Search.

Program Learning Outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. The program has the below outcomes for students:

1. Understand and apply technological approaches in the context of biomedical problems, including imaging/signal analysis, information documentation/storageretrieval and machine mining.

2. Understand and analyze the history and values of biomedical informatics and its relationship to other fields while demonstrating an ability to read, interpret, and critique the core literature.

3. Understand and apply the fundamentals of the field in the context of the effective use of biomedical data, information and knowledge.
PeopleSoft Catalog
Review and Updates

Alicia Alfonso
Curricular Activities and Actions
Tempe
Note: Remember to turn off pop-up blockers

Note: Remember to sign in to ASU
Edits can be made at any stage, but not all fields are editable at all stages. Programs can be sent back at any stage in the review, except the originator.
ONET Codes

universal in me3
now in catalog review for all programs

UG only for Degree Search
a matter of not able to show added value beyond undergrad

me3 specification
codes with “all other” don’t work in me3
https://me3.careers/asu/landing/?reg_source=EOSS_HS

database change
all should have been changed for you where possible
Let’s talk about content
ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.
Degree Search and the major maps serve as the official academic record, so we should verify courses are accurate (and offered) and that career opportunities and program expectations are clear.
How do we generate content?

Use language that clearly defines and differentiates from other text.

Do you have a passion for wildlife, for exploring nature and for seeing that our world’s natural resources and lands are managed in sustainable ways? Gain an excellent foundation in science while you enjoy lots of field opportunities that enable you to build expertise for careers that connect with conservation and restoration of biodiversity and habitats.

Program Description

The concentration program in natural resource ecology in the BS in applied biological sciences offers students the broad base of knowledge needed to sustainably manage natural resources in a variety of ecosystems.

Students learn about fundamental components of natural systems such as soils and water and the plant and wildlife communities they support. Students also learn to measure and assess plant and animal populations through a variety of field techniques and computer tools, including Geographic Information Systems and remote sensing. Knowledge and techniques are applied to case studies in the classroom and laboratory projects.

Students can apply their knowledge further by seeking undergraduate research opportunities with faculty, and internships with outside organizations and businesses.

This major is eligible for the Western Undergraduate Exchange program at the following location: Polytechnic campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150% of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of the WUE program.
The Catalog Style Guide
aka How to avoid getting your programs sent back

catalog.asu.edu/catalog
review_resources

Style Guide
ASU Academic Catalog
AY 2022-2023

Catalog style comes first.
This is your primary resource for how to present ASU catalog content.

Catalog style comprises the ASU and AP styles plus exceptions to both. If you don’t find the answer you need in this document, check these references and in this order:
2. AP Stylebook
3. Webster’s New World College Dictionary

Use ASU-branded language style.
ASU asks us to be:
- succinct, direct
- clear, informative, descriptive
- strong, active, powerful
There’s more:
- Write for the audience.
- Avoid jargon, acronyms and unnecessary phrases.
It’s all explained:
- ASU lexicon, https://brandguide.asu.edu/brand-elements/writing-content/language

Think of the reader and readability.
- Learn the unique requirements of the Introduction — page 3.
- Use layman’s terms and everyday words and phrases — pages 4-5 and 13.
- Write in present tense — page 13.
- Remember good writing doesn’t allow symbols in word construction — pages 17, 24 and 26, and Word List.

Highlighting is to remind you:
- best practice — Yes! We’d love for you to do this.
- required content — This content is set in stone. You can add more, but don’t change this.
- not allowed — Don’t do this. For any of several reasons (brand, best practice, intention, quality of writing, readability, page length…), this isn’t done in the academic catalog.
Career data on Degree Search

Text reviewed by you during the Catalog Review and entered into Plan Extensions in PeopleSoft

ONET data from Bureau of Labor Statistics (not displayed for minors, graduate programs, or certificates)

PeopleSoft ONET data as entered in the catalog site powers the maroon box and me3

Career Opportunities

Professionals with expertise in content strategy for digital audiences are in high demand across sectors and industries. Among the many career opportunities available are positions such as public relations specialists, new content promoters, political campaign directors, community organizers and corporate branding specialists.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>Growth</th>
<th>Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising Consultant</td>
<td>9.3%</td>
<td>$52,480</td>
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<tr>
<td>Market Research Analyst</td>
<td>18.6%</td>
<td>$61,250</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>10.3%</td>
<td>$45,850</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>7.1%</td>
<td>$101,510</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>5.2%</td>
<td>$55,680</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (ONET) under sponsorship of the U.S. Department of Labor, Employment and Training Administration (USDOL/ETA)

Bright Outlook, Green Occupation
A few more reminders

**Program website URLs:** intention is to go to the college site

**Disestablished programs:** stay in Degree Search with requirements listed until all students are out of the program, for accreditation reasons

**Earlier is better:** Submit your forms in advance of the deadline – we will love you for it
New: Notice of nondiscrimination

ASU prohibits all forms of discrimination, harassment and retaliation. To view ASU’s policy, students should review https://www.asu.edu/aad/manuals/acd/acd401.html.

Title IX protects individuals from discrimination based on sex in any educational program or activity operated by recipients of federal financial assistance. As required by Title IX, ASU does not discriminate on the basis of sex in the education programs or activities that we operate, including in admission and employment. Inquiries concerning the application of Title IX may be referred to the Title IX Coordinator or to the U.S. Department of Education, Assistant Secretary, or both. Students should contact titleixcoordinator@asu.edu or 480-965-0696 for more information. Office located at 1120 S. Cady Mall, INTDSB 284. For information on making a report, students should reference www.asu.edu/reportit/.
College policies

 sö , where are they located?

catalog.asu.edu/status

Review deadline is November 15
Catalog changes for ASU Online Programs?

Don’t forget to contact your Program Manager.

Updates may need to be made on your ASUO landing page and/or the program Fact Sheet in Guru.

<table>
<thead>
<tr>
<th>EdPlus Program Manager</th>
<th>Academic units they assist</th>
</tr>
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<tbody>
<tr>
<td>Emily Callahan</td>
<td>Sandra Day O’Connor College of Law</td>
</tr>
<tr>
<td></td>
<td>Mary Lou Fulton Teachers College</td>
</tr>
<tr>
<td></td>
<td>Watts College of Public Service &amp; Community Solutions</td>
</tr>
<tr>
<td></td>
<td>New College of Interdisciplinary Arts and Sciences</td>
</tr>
<tr>
<td>Chris Smudde</td>
<td>Herberger Institute of Design and the Arts</td>
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<td></td>
<td>Ira A. Fulton Schools of Engineering</td>
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<td>Thunderbird School of Global Management</td>
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<tr>
<td>Josh Weinberg</td>
<td>The College</td>
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<td></td>
<td>College of Global Futures</td>
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<tr>
<td>Sarah Shipp</td>
<td>College of Health Solutions</td>
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<tr>
<td></td>
<td>College of Integrative Sciences and Arts</td>
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<tr>
<td></td>
<td>Edson College of Nursing and Health Innovation</td>
</tr>
<tr>
<td></td>
<td>Walter Cronkite School of Journalism and Mass Communication</td>
</tr>
<tr>
<td></td>
<td>W. P. Carey School of Business</td>
</tr>
</tbody>
</table>
Online Grad Programs: 
Are you listing your courses?

#1 asked question about a grad program:

What courses will I be taking?

*according to EdPlus enrollment coaches*
Now Live!
One does not become a guru by accident...

Guru Knowledge Management Solution

Review
Please review your programs in Guru.

Validate/Update
Validate the information on each card is correct or submit any changes or updates.

Deliver
Knowledge effortlessly to student facing teams and other support staff.

Program Information Submission Form
Please submit any changes or validate content by 10/31/21
Graduate Program Catalog Review

Erin Froncek
Graduate College
Tempe
Graduate College contacts
Arizona State University

Amanda Morales-Calderon
Assistant Director, Curriculum and Format Graduate Catalog Coordinator

Chasaty Smith
Graduate Format Advisor, Sr.

Erin Froncek
Coordinator Sr., Curriculum Development

Kristopher (KJ) Kern
Graduate Format Advisor
What to expect for graduate catalog review

Curriculum and admissions sections of the catalog review form are locked to editing.

Pre-approved changes for the 2022-2023 academic year have been updated in the review site by the Graduate College catalog team.

Errors or missing information? Note it in the comments section of the catalog review page.
Graduate change proposals are now in Kuali Build

- Make sure your unit’s program change and admission change requests are using the new digital forms.

- Deadline to submit proposals to the Graduate College is November 1st
A note on application deadlines

We encourage units to set application deadline dates during catalog review as Admissions is no longer publishing any deadlines for graduate programs.

When setting application deadlines, be mindful of the application terms open for that program.
Program Maps

April Randall
Curricular Activities and Actions
Tempe
## Build A Major Map

<table>
<thead>
<tr>
<th>College</th>
<th>Department (11)</th>
<th>College (69)</th>
<th>Provost (72)</th>
<th>DARS (54)</th>
<th>Completed (789)</th>
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<td>Global Management, Thunderbird School of</td>
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<td>Honors - Barrett, The Honors College</td>
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<td>Integrative Sciences and Arts, College of</td>
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<td>Interdisciplinary Arts and Sciences, New College of</td>
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<td>15</td>
<td>2</td>
<td>2</td>
<td>100</td>
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<tr>
<td>Journalism and Mass Communication, Walter Cronkite School of</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>8</td>
<td>5</td>
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<td>Liberal Arts and Sciences, The College of</td>
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<td>12</td>
<td>5</td>
<td>1</td>
<td>243</td>
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<td>Nursing and Health Innovation, Edson College of</td>
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<td>0</td>
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<td>Public Service and Community Solutions, Watts College of</td>
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<td>6</td>
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<td>64</td>
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<td>1</td>
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<td>0</td>
<td>8</td>
<td>0</td>
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<td>Other</td>
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<td>0</td>
<td>50</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Curriculum reminders and updates

- Use the Program Map Review Guide found at catalog.asu.edu/bamm prior to submitting your maps
- “BAMM Quick Tips” document is helpful to get you through the most common updates needed on maps
- Ensure all updates are made on both the major map and the verification/graduation audit. Keep BAMM checksheets organized
- Online and immersion programs use one graduation audit. Required courses must match. Immersion maps must include all options. Online maps may display a subset of courses, but may not include different requirements
More curriculum reminders and updates

- Check for catalog and prerequisite changes & preview in Degree Search. Please edit any requirements that have had catalog changes before submitting.
- Check all requisites. The Prerequisite icon has a click feature.
- When submitting and resubmitting maps, please use communication notes.
- Minors and undergraduate certificates.
Build a Major Map (BAMM)

How do I get there?

asu.edu/bamm

Please only use Firefox

What should I do if I have a question or a problem?

majormaps@asu.edu – April and Beth

Are there training materials?

catalog.asu.edu/bamm
Transfer Pathways-
MyPath2ASU™

Tanaya Dempsey
Academic Transfer Credit Solutions
Tempe
Available for all non-Maricopa Arizona community colleges and community colleges outside of Arizona

Available for ANY major – The Transfer Map Tool will allow students to self help by outlining transfer coursework needed per major

Admission guarantee is at a university level, students must meet requirements of ASU and the specified program

Electronic agreement sign up is available through MyPath2ASU or admission.asu.edu
Universal Articulation and Partnership Engagement

Partnership is outlined by three distinct tiers of engagement and integration. Partners start at the Universal Level which recognizes the importance of pathways for students and cements our mutual agreement to sustain engagement towards increased success outcomes for transfer students. Upon continued engagement with our articulation team on curriculum and our operations team on integration of tools and resources, partners will matriculate to and through the Maroon and Gold Level tiers of partnership to unlock additional benefits (for students and staff) and deeper collaboration.

Partnership Engagement

Benefits become stackable as a partner engages with us across levels

**Universal Level**

Modifiable marketing communications created and provided as a resources for direct-to-student communication and awareness.

Incorporation of transfer tools directly on partner institution web assets for student and staff convenience.

Data sharing on MyPath2ASU™ student agreements is available to Universal Articulation partner institutions.

**Maroon Level**

Continued engagement and focus with Arizona State on curriculum and pathway development so that MyPath2ASU™ recommendations display courses based on partner institution Associates degrees that also meet ASU major requirements. Increasing the robustness of established pathways.

**Gold Level**

Inclusion and partnership with the Trusted Learner Network*. ASU’s scaled solution to data sharing and reverse transfer. ASU records will be added to the Trusted Learner Network for purposes of associate degree conferral at determined level of community college course completion.

*This is still in development at ASU and does depend on ability of partner institution to retrieve data from a specified cloud based system.

If your college would like to set up a Universal Articulation Agreement (Partnership) – please contact Academic Alliances at ASUAcademicAlliances@asu.edu
MAPP MyPath2ASU™

2021-22 Academic year - current

- 300 Pathways
- Outlined in AGEC order
- Program requirements (manually created, reviewed by all ASU colleges)

2022-23 Academic year & beyond

- 400+ degree options
- Outlined in term sequenced order
- Program requirements (auto generated based on ASU major)

*ASU college review on small scale; note and major clarification questions
Transfer Guide + MyPath2ASU™ Updates
tcg.asu.edu
Film (Filmmaking Practices), BA

2021 - 2022 MyPath™
Last Updated: Thu, 8 Apr 2021

Program Information

Program Description

Recommended Associate Degree
Associate of Arts in Film, Media Production or similar associate level

Additional MyPath2ASU™ Information
This is an exciting and unique learning opportunity for students. The ASU@Los Angeles location has multiple scholarship opportunities with limited seating in the program. Apply early and contact Fidel Mahanegi, California Transfer Services Program Manager, at asufidelmahanegi@asu.edu for additional information.

A fully certified IGEC or CSUGE for California public community colleges, or the completion of an associate of arts degree at any regionally accredited community college will fulfill ASU's lower-division General Studies and composition.
### Community College Requirements

#### ASU Course Equivalency

Ideally students have experience in Avid Media Composer and completed FMP 220.

#### Community College Course Requirement

<table>
<thead>
<tr>
<th>ASU Course</th>
<th>Course to Transfer</th>
<th>Min. Grade</th>
<th>ASU Required Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Term 1</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENG 101 or ENG 107</td>
<td>(ENGL 1 OR ENGL 1D)</td>
<td>C</td>
<td>3</td>
</tr>
<tr>
<td>FMP Elective</td>
<td>(ANIM 21) OR (ET 31A) OR (ET 31B) OR (ET 75) OR (FILM 211) OR (ET 2)</td>
<td>C</td>
<td>3</td>
</tr>
<tr>
<td>OR THF 100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Complete 2 courses:</strong></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>FMP 250</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OR FMS 100</td>
<td>(FILM 1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OR FMS 200</td>
<td>(FILM 2 OR FILM 2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mathematics (MA)</td>
<td>Complete CSUGE/IGETC or search for course</td>
<td>C</td>
<td>3</td>
</tr>
<tr>
<td><strong>Term 2</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ENG 102 or ENG 108</td>
<td>(ENGL 2 OR ENGL 2 will fulfill) OR (ENGL 31)</td>
<td>C</td>
<td>3</td>
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<tr>
<td>FMP Elective</td>
<td>(ANIM 21) OR (ET 31A) OR (ET 31B) OR (ET 75) OR (FILM 211) OR (ET 2)</td>
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<tr>
<td>OR THF 100</td>
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<tr>
<td>THF 126</td>
<td>FILM 32 + FILM 32L, FILM 33 + FILM 33L, OR FILM 34 + FILM 34L will fulfill</td>
<td>C</td>
<td>2</td>
</tr>
</tbody>
</table>
MyPath2ASU™

Best practices with BAMM review

**Admission requirements**

Unlike Pathway Builder, specific admission requirements are pulled directly into the Transfer Map.

Portfolio, audition, etc. requirements that need to be passed for admission into a degree should be included via a **transfer note**.

*This is part of BAMM review*

**Transfer map notes**

When a transfer note is included, it shows up on every transfer map regardless of the transfer institution. **Make sure notes are applicable to all transfer institutions**.

Notes should be clear and concise to all audiences.

Special cases: unique degree + specific community college

Example: in-state community colleges that are eligible for up to 75 credit hours; these notes will be added for you.

**College assistance** – Academic Transfer Credit Solutions will reach out to you directly to determine the notes that need to be added on MyPath2ASU™.
Courses to take at ASU

Indicate what courses must be taken at ASU in BAMM – these will fall to the bottom of the transfer map with a note that says the course should be taken at ASU.

Internships and Pro-seminar courses will direct students to “Requires advisor approval upon admission” as equivalencies are never given to these types of transfer courses. If these must be taken at ASU, mark as such

Guidelines:
- Courses indicated should clearly be experiences which cannot be gained at a transfer institution.
- Students need to complete minimum residency requirements for graduate from ASU.
- Marking take at ASU should be based on specific curriculum that would make the course experience unique for the student taking the ASU course

Examples:
- **JMC 325** - Breaking News Multimedia Reporting: Students cover breaking news for azcentral.com, gaining practical experience in an online, multimedia environment. Students are selected by The Arizona Republic and work with professional editors in the Republic Media newsroom. Their work appears on azcentral.com and may appear in the print edition of the newspaper. Students must commit to two full days a week, and they earn pay in addition to class credit
- **JMC 485** - Television Magazine: Produce a 13-week television magazine program for Arizona PBS focusing on science research at Arizona State University, using long form DSLR video storytelling skills. Opportunity to field produce, research, report, use videography, writing and graphic skills under the direction of instructors
MyPath2ASU™ review timeline

2022-23 pathways are updated automatically based on existing major map course equivalencies. In most cases, no special catalog coordinator action is needed.

Sept 3 - Dec 16
Catalog coordinator adjustments
email notes regarding portfolio or additional requirements not included in admission requirements to transferpathways@asu.edu

January
ATCS reminder email sent to colleges regarding special notes

Feb 14-18
Provost MyPath2ASU review (week after major map publication)

Spring (TBD)
Publish MyPath2ASU and MAPP
MyPath2ASU is typically published a few weeks after the Academic Catalog
MAPP MyPath2ASU is published in collaboration with the MCCCD

MyPath2ASU curriculum questions - transferpathways@asu.edu (Academic Transfer Credit Solutions)

Universal articulation agreements (partnership) - ASUAcademicAlliances@asu.edu (Academic Alliances)
DARS verification process

DARS encoders provide verification audits for undergraduate majors, minors and certificates, as well as Interdisciplinary Studies concentration areas.

Review verification audits concurrently with respective program maps. They must match.

Verification audits and program maps have the same deadline of November 15, 2021 for submission to Provost level review.
Final items and reminders
Resources for new users

Here are some resources to help you get started with your catalog review.

- Build a Major Map training and education resources
- Catalog Review 101
- Catalog training options
- FAQs
- Site sign-ins

General resources

- Catalog Review Kick-off meeting slides (PDF)
- Catalog Style Guide (PDF)
- College policy review
- Curricular Deadlines Calendar for curricular timelines
- PeopleSoft review step-by-step instructions
- Review timeline
- University policy review

Refresher resources

These resources will help you get the most out of your content.

- Alternate career titles
- Math intensity guide
- Transfer pathway resources
- Writing for the catalog
Catalog review and BAMM trainings

Available over the phone and over Zoom, can do either subject or both

No centralized training due to few system changes

Catalog training: email academic.catalog@asu.edu

BAMM training: email majormaps@asu.edu
We look forward to working with you to create a great, informative, dynamic 2022-2023 Academic Catalog!
Career and Academic Integration
Did you know?

Get a good job*
85% of students said getting a job was a key factor in their decision to attend a university

Earning potential*
HS - $30,000/yr
Bachelor’s - $50,000/yr
Master’s/PhD - $70,000/yr

Alumni support
Top service/topic requested by alumni is career

Highly requested
The most highly requested topic by students meeting with a career advisor – What job options are there for people in my major?

*Studies completed by Inside Higher Ed
ASU’s commitment to career

• Career is not a place you go on campus – it must be a part of the **ecosystem**.
• Exposure to experiences and education that makes a student **career ready**.
• A degree must be coupled with **career competencies** most sought after by employers.
• Ensure a student be aware of their skills and can **articulate** those beyond the university.
• **Major does not equal a specific career** – how does the student want to leverage their education and experiences?